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Our Case No. 9623/324

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Soulanielle, Thomas A.)
Serial No. 09/872,737) Examiner Le, Uyen T.
Filing Date: June 1, 2001) Group Art Unit No. 2171
For IMPROVED SYSTEM AND)
METHOD FOR INFLUENCING A)
POSITION ON A SEARCH)
RESULT LIST GENERATED BY A)
COMPUTER NETWORK SEARCH)
ENGINE)

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AUG 02 2004

Technology Center 2100

AMENDMENT

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Amendment is submitted in conjunction with a Request for Continued Examination under 37 C.F.R. § 1.114. In response to the Final Office Action dated February 24, 2004, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.